

DALLAS

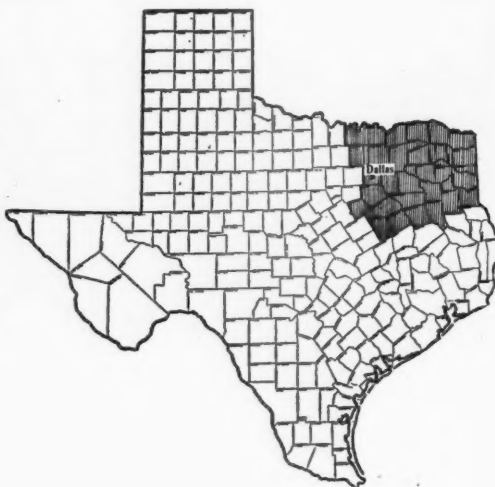


Official Publication of the Dallas Chamber of Commerce

Number 11

Dallas Market — Preferred

What is the true Dallas shopping area? Here's a definition that nobody can call exorbitant, though some might think it inadequate. Certainly any selling effort that Dallas may put forth here is good business.



Here is the primary Dallas market area, in the sense that no other major center exerts an equal influence upon it.

The people of this area turn more naturally to Dallas as a shopping-place than to any other large city.

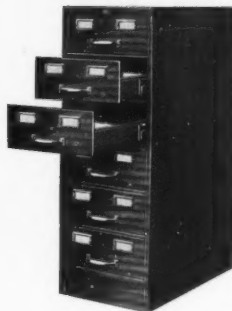
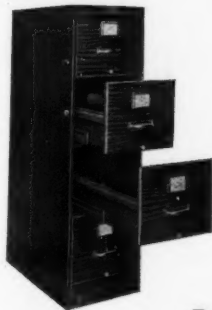
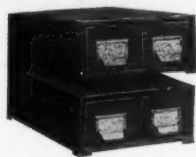
Of course this is not Dallas' whole field. There is no fixed limit that can be set to mark the buying influence of Dallas stores.

But as to this territory there can be no question.

Nor as to the newspaper which the people of this area accept, above all others, as their own.

The Dallas Morning News

Supreme in the Dallas Territory



BERLOY

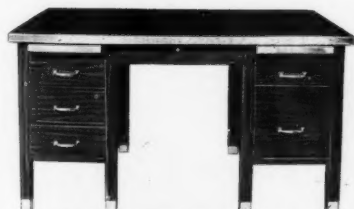
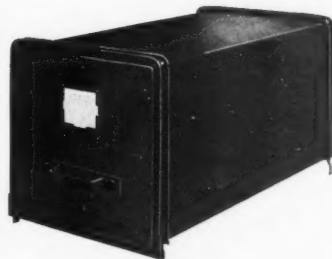
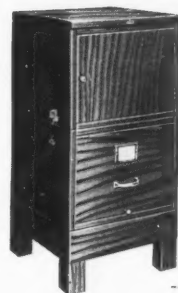
When You Need More Office Equipment



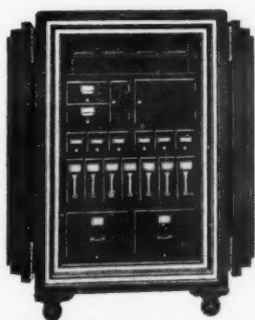
B
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*Because They're the Best Buy
in the Long Run*



EVERY Lyon Locker is built on a code of quality that guarantees longer locker life and lower locker cost.

1~ Strongest frame made—electrically welded into practically one solid piece.

2~ Most rigid door made—full loop hinges act as door stops.

3~ Quietest locking device — locking bar



stays up until door closes. Then it drops into place with less noise than any other locker on the market. Worked dependably after test equal to 165 years of daily strenuous service.

4~ Hammer-test finishes — olive green or ivory gray enamel—baked on.

5~ Perfect workmanship in steel—every edge finished smooth.

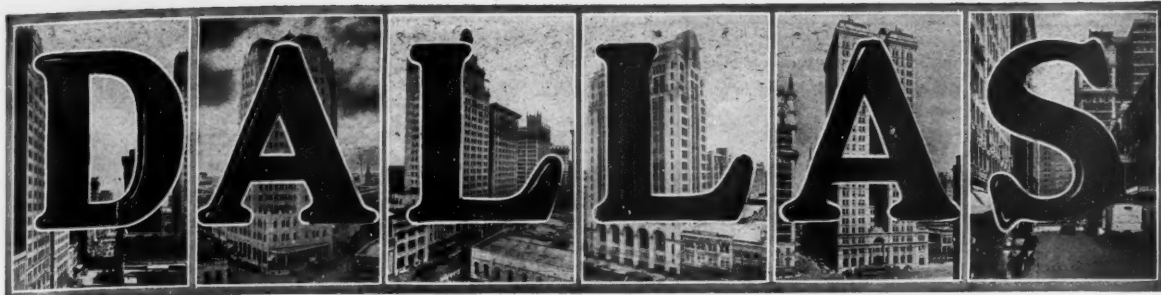
Sold in This Territory by

STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 7

November, 1928

No. 11

Christmas Is Coming

Dallas to Put On Yule Costume November 30th

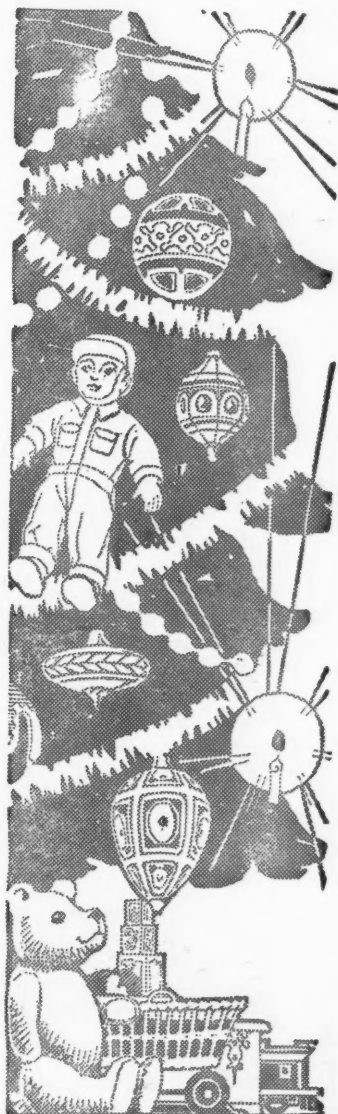
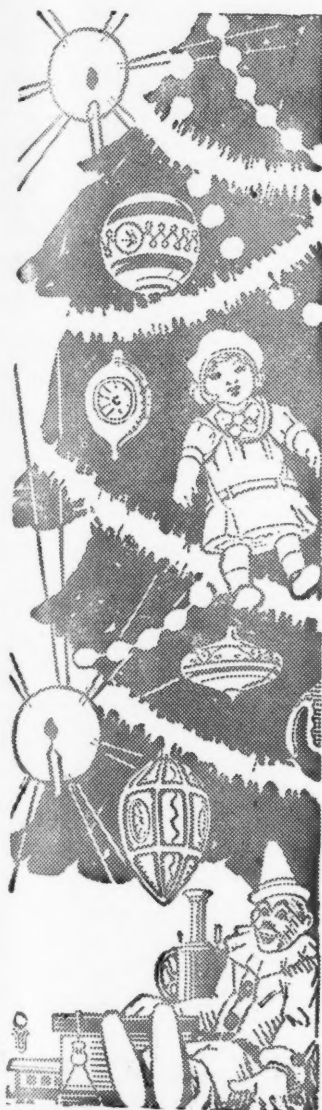
Dallas will be converted into a veritable fairyland of beauty on the night of November 30. A myriad lights will twinkle behind berryladen greenery. A thousand shop windows will be unveiled and the story of Christmas will be told in a thousand different ways.

Down the streets in gorgeous splendor will move a gigantic parade, symbolic of Christmas. Decorated floats will show every step in the Christmas gift construction, distribution and reception.

This ceremonial is being arranged by the Dallas Retail Merchants Association of which Herman Philipson is president. Actively in charge are John P. Bounds, director of the parade; Carl J. Roesch, chairman of the special holiday lighting committee; Otto Lang, chairman of the committee to decorate streets with greenery, and W. W. Yager, president of the Dallas branch of the International Window Display Men's Association, who will co-operate with merchants in arranging appropriate and attractive displays.

In the wake of this great opening event will be a campaign conducted by the merchants for early Christmas shopping, instituted at the request of Postmaster General New, through Postmaster John W. Philp.

In calling the attention of the public to this request Mr. Philipson said: "Not only will congestion be kept down at the post office but in the stores themselves. Everyone knows how unsatisfactory it is to shop in a store that is crowded. Naturally the early shoppers will find a wider variety of merchandise for their choice."



Sight Seeing In Dallas

Dallas Railway & Terminal Co. Arranges City Tour for Visitors

AS a new service to visitors in this city the Dallas Railway & Terminal Company inaugurated Nov. 1 a sight-seeing Tour of Dallas.

Instituted at the request of the Chamber of Commerce the busses will give visitors an opportunity to tour the more interesting parts of the city under the care of expert guides. It gives a good cross-section view of the city.

For the person whose stay must be brief, this offers an ideal means for gaining first hand information about Dallas quickly. For those who will stay longer, it is a good introduction to the City upon which an enlarged acquaintance may be based.

The trip covers approximately thirty-two miles and requires two and a half hours. It is designed to give a quick insight into the City which would require days of unaided, undirected sight-seeing.

The guides who conduct these tours have been selected because of their special fitness for this service. They are courteous and helpful and at all times eager to answer questions.

The Tour

The tour starts at the Union (Steam Railroad) Station, which faces a small municipal park known as

Ferris Plaza. In the center of this Plaza is a beautiful fountain which is illuminated at night by a myriad of changing colored lights. On the left of the Plaza is the Jefferson Hotel. Street railway lines serving all parts of the City pass this Plaza, giving convenient service from the Union Station. Here also is a street railway information bureau where capable attendants will be glad to answer questions. Interurbans to Fort Worth, Cleburne, Waco and Corsicana stop here.

Business District

Going east on Young street we pass the Santa Fe Terminals. These consist of five large buildings connected by deep underground passageways in which the railroad tracks are placed. Turning north on Akard street we pass the Federal Reserve Bank of the 11th district, the Construction Industries Building and the new Southwestern Bell Telephone building, which is the Texas headquarters of this Company. Ahead are the Baker and Adolphus Hotels. Turning left on Commerce street the Magnolia building is seen. Going west on Commerce street we pass the first unit of the Santa Fe buildings. The Dallas Chamber of Commerce building is one block west. Turning to the right

on Murphy street we pass the Southland Hotel and the City National Bank. Crossing Main street look to the east; this is the financial district in which many large banks are located.

Turning east on Elm street will be noted the Republic Bank building, American Exchange Bank building, Southwestern Life Insurance building, Kirby building—all on Main street. The downtown theatre district is on Elm street. At Harwood street is the Hilton Hotel and the Dallas City Hall. The tour turns south on Harwood, thence west on Main street to St. Paul street. The United States Post Office is a block west on Ervay street.

Going north on St. Paul street observe the Athletic Club building and the Medical Arts building; this building is devoted exclusively to medical, dental and other offices associated with the medical profession. It is said to be the largest building of concrete construction in the world. Further on St. Paul street we pass the Central Christian Church, the First Baptist Church, the Cotton Exchange and the Mayfair Hotel. East of this point will be seen the First Methodist Church.

North on Maple avenue are Stoneleigh Court and Maple Terrace, apartment hotels. Across from Maple Terrace is the new Dallas Little Theatre. At Turtle Creek boulevard, said to be one of the most beautiful drives of America, we pass Reverschon Park (municipal). North on Turtle Creek boulevard we enter an attractive home section. On the left are some of the most attractive homes in Dallas. Paralleling the boulevard on the right is Turtle Creek. This area is a well kept, natural park the entire length of the boulevard.

Highland Park

We now enter Highland Park. This is a separate municipality apart from Dallas. It is made up of beautiful homes and its entire area is protected by rigid building restrictions. Notice the artistic arrangement of the numerous small parks which line its streets. Passing the Dallas Country Club, the tour turns right on Mockingbird Lane. We are still in Highland Park. Next is University Park, another municipality.

University Park

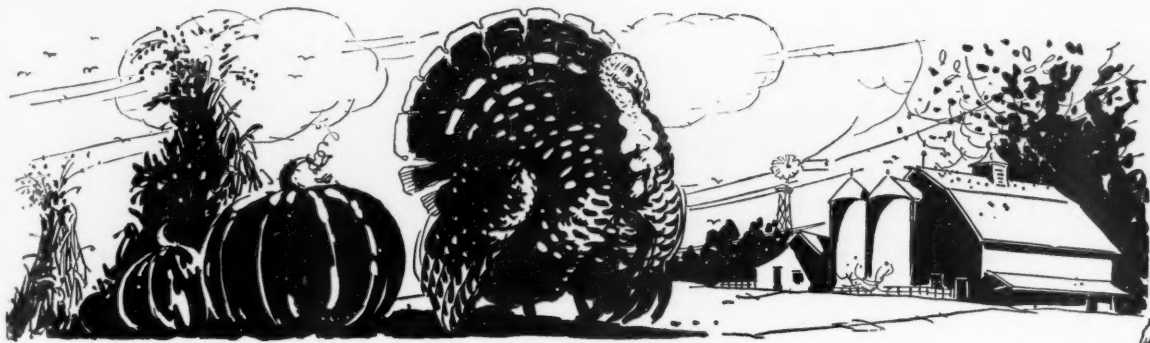
This is a city which has been built up around Southern Methodist University. Southern Methodist University, known as S. M. U., is a class A university and one of the largest in the south. The tour passes the University Campus.

Leaving the University we again enter Highland Park and circle through a portion of this City. While



The New Sight Seeing Bus

(Continued on page 17)



Thanksgiving in Dallas

Dallas has much for which to be thankful this Thanksgiving Day. Each citizen has but to reflect briefly to see in this great metropolis of the Southwest many things of distinction.

The true Dallasite is proud of her towering skyscrapers, of her humming factories, her busy markets. But there is something else for which he bows his head in reverent thanks.

That something is the spirit that guided the builders of the city—the spirit of the pioneers that still lives in the hearts of the men who are now pushing Dallas to an even greater destiny.

It is not necessary to name them—their memory is yet fresh in the minds of those who are reaping the harvest of their sowing.

Farsighted, courageous and industrious business men have converted an agricultural town into a great industrial and commercial center. At the close of the Civil War there were but a few thousand people here—today more than a quarter of a million.

But statistics, impressive though they be, do not indicate the true greatness of Dallas.

Those builders of Dallas profited by the experience of others, they studied very carefully the present, but more important of all they looked into the future. The result was that not only a solid economic foundation was laid for commercial expansion but a balance was built into the civic structure that has endured and will continue to endure.

They built, not merely to swell bank accounts and property holdings, but to provide homes, true homes, for themselves and their families. That is why today Dallas has her excellent public school system, her unexcelled private schools, her beautiful and well supported churches, her thousands of acres of parks, her theaters, her art galleries, her Little Theater, and many other cultural features.

Dallas has sent into the world financial and industrial magnates. But it also has sent far more than its quota of musicians, teachers, writers, preachers, and artists.

Dallas has become noted for her homes—evidence enough of appreciation of those finer things that enter into the make-up of a real American city. It is a city in which men labor and earn, then turn their earnings into happiness and content; where play hours are as important as those of toil, and where a dollar is as precious for the comfort it will buy as for the interest it will bear.

Dallas is a well-balanced city—the highest tribute that can be paid a community.

Better Ways In Business

*Higher Business Standards Improving Commercial Practices
and Public Confidence Increasing*

By GRADY GASTON, Manager, Better Business Bureau, Dallas

THE level of business methods is constantly becoming higher. Ethically, trade practices in all lines are improving. Smaller concerns are following the precepts set by national advertisers. Large institutions today, more than ever before, realize that business must be built on a basis of fair play between both the buyer and seller. Caveat emptor (let the buyer beware) is becoming obsolete. Friendly persuasion is more and more turning careless or insincere tactics into fair-play methods. Two Bureau investigations within the past week show the new viewpoint as contrasted with the old.

A retail shoe store displayed a pair of 9½ shoes in its window marked to sell at \$3.50. Investigation disclosed that this shoe in sizes 5 to 8 sold for \$3.50, but that sizes above, or the 9½ size shoe in the window, sold for \$4.50.

After the facts were verified, the error was acknowledged and the Bureau was thanked for calling the store's attention to the matter so promptly, and the size 9½ shoe was removed and a smaller size put on display. "Such errors reflect on the store as a whole. We want all of our advertising accurate," said the manager.

"Little Fellow" Important

Another store the same week advertised hosiery as "perfect full fashioned silk hosiery." Investigation showed them to be mendable and to be largely "seconds" and "imperfects." The advertiser's attention was called to the matter. "I haven't checked this offering," he said. "Our buyer knows his business. It must be all right. Why don't you go after the little fellows?" "The little fellow asks the same question about the large business house, and for that reason it becomes necessary for the large concern to set the example," he was told. "I never looked at it that way before," the advertiser finally stated. "I'll see that the matter is corrected in the future."

It is through this sort of co-operation that business has been raised to the present high level. Today the good advertiser asks himself these questions:

1. What do I know of the goods I am advertising?

2. What do I want the public to believe?

3. What has the public a right to believe from my advertising?

Experience has taught that the advertisement which claims the most does not always sell the most. The pulling power of advertising is based

upon the reaction of the reader to the statements made.

Repeat Business

Is it "I went to one of those sales before; they are not as represented," or "This store always lives up to its advertising"? Repeat business depends upon the good will sold with the first purchase.

It remains the function of an impartial, unbiased, independent authority, with power equal to the size of the job, to help business maintain this good will. This is the function of the Better Business Bureau.

Many trade industries have drawn up fair play regulations and codes for advertising. These protect the public as well as the industry. Today's business has reached a level many degrees higher than it has ever been before. It is the business of business to keep it there.

Protecting the Purchaser of Hosiery

Millions of pairs of imperfect silk hosiery are sold every year. It is conservatively estimated that fifteen per cent of all silk hosiery manufactured fails to pass inspection as firsts. How does the purchaser distinguish between the perfect hose and the hose of second quality? Formerly, a few manufacturers marked their second quality hosiery in such a manner as to distinguish it from perfect hose. The majority trusted to the purchaser's perception and ability to detect the flaw. The public was usually protected by the honesty and fairness of the retailer.

Co-operating with the Better Business Bureaus manufacturers, jobbers, retailers and trade publications met to consider the advisability of marking every stocking that is not of first quality. It was agreed by those present that conditions at this time are unsatisfactory because unscrupulous or uninformed retailers sell irregular silk hose as first quality at what appears to be greatly reduced prices.

Resolutions were adopted to mark the toe of each stocking, indelibly, with one of four designations. After a referendum of the industry, the term "imperfect" was chosen as the most descriptive of this class. The largest and most representative manufacturers are now marking every stocking that leaves the factory, that is of other than first quality, with designations. This indelible marking of the hose by manufacturers lessens the possibility of honest mistakes in retailing.

Facts About Rayon

Although the first patents for the manufacture of rayon (first termed

artificial silk) were issued in 1884, to Reaumur and to Chardonnet, rayon has since become the third textile in world production. Despite this fact there appears to be a lack of understanding of certain simple facts about this man-made textile.

Contrary to a belief held by some people, rayon is not the trade-mark of any manufacturer or group of manufacturers. It is a generic word adopted by the trade, in 1923, to take the place of the negative and unsatisfactory names, "artificial silk" and "fibre silk."

There are four types of basic chemical methods of processes used commercially in making rayon, each producing a product somewhat different from the others: 1. Nitro cellulose or Chardonnet; 2. Cuprammonium; 3. Viscose; 4. Cellulose acetate.

Rayon is a distinct fibre just as wool, silk, and cotton are distinct fibres. Rayon is a man-made fibre. To repeat, an improved rayon is still rayon just as a stronger, finer silk thread continues to be silk.

The terms "rayon satin," "rayon pongee," "rayon velvet," "rayon foulard" and "rayon taffeta" show that a fabric is of rayon content. This is not equally so with such examples as "Celanese Satin," "Bemberg Taffeta" or "Tubize Pongee."

The public is entitled to know the basic fibre as well as the trademark of a textile. Successful distributors have found that fully accurate descriptions make goods easier to sell and many are adhering to accuracy principles.

What Is "Part Wool"?

For some time it has been brought to the attention of the Better Business Bureaus that the term "Part Wool" was ambiguous and that there was much confusion in the public's mind as to what constituted the article advertised and sold as a part wool blanket.

The Bureaus then instituted an extensive program to eliminate the ambiguous use of the term "Part Wool" as applied to blankets or any other product.

A number of blankets were purchased in various parts of the country marked "Part Wool" and "Wool and Cotton" and it was found upon laboratory analysis that the wool content varied from 2% to 7.2%, the balance being cotton. Shopping reports made at the time the blankets were purchased prove that the sales clerks who sold these blankets invariably over-estimated the wool content. Purchasers were told that the

(Continued on page 20)

Mercy Campaign Under Way

Early Reports Show Community Chest Will Be Well Filled in 1929

FIFTY days out of the last five years have been chalked up on the city calendar as Community Chest days—days on which thousands of offices and homes have given free license to solicitors asking for dollars and cents and giving value in humanity.

Fifty days multiplied by 26 would have been the approximate number of days which would have been asked of Dallas business if each of the 26 agencies in the Chest raised its own money. With these drives overlapping, the business man would have been hit at all seasons of the year and "swamped" around "cold weather time" with a request one day for this and the next for that.

This is the argument from the negative side that has helped carry the Community Chest through its five years in Dallas. On the positive side is the fact that the Community Chest has added 30,000 givers to the 5,000 who formerly stood the entire money-raising onslaught.

These factors, Chest leaders believe, combined with the stark need of some of the agencies, will advance the coming November campaign farther into the territory of public responsibility than it has ever been before.

Repeating the history of community chests in other cities, Dallas is taking several years to put its Chest on an

even footing and to standardize its gifts for systematic charity.

Fresh from a year of overlapping requests for money, Dallas responded in 1923, the first year of the Chest, with \$497,000 when only \$475,000 was asked for. The Chest was then identified as a league of givers rather than a league of agencies. It was organized at the suggestion of the Chamber of Commerce for combining under one appeal all non-sectarian charity and character building organizations. Its purpose was designated as threefold: to raise the funds; to increase the efficiency; to lower the cost.

All agencies embodied in the Chest were already here making their appeals and receiving their budgets each year from the public.

Some of the more powerful money-raising agencies sacrificed to come into the Chest. The Y. M. C. A. directorate voted three times against it and agreed to make the move only when approached by a special committee of business men, who asked them to make it unanimous. The Y. W. C. A. had shown its strength in friends by an overwhelmingly successful money campaign.

Citizens who preferred that their money go for character building—"the ounce of prevention"—now help with remedial welfare work while those who formerly wanted only to help cases of acute need now join in preventing such cases.

In 1924 the Community Chest re-

ceived \$451,000 on a \$507,000 quota; in 1925, \$500,000 on a \$506,000 quota; in 1926, \$496,000 on a \$529,000 quota and in 1927, \$443,000 on a \$512,000 quota.

The Community Chest has had to fight "bad years" and individual financial reverses all the way through but its chief injury has been caused by the lapse of public responsibility, following the centralization of funds.

A campaign within a campaign will be waged Nov. 13-22 when all subscribers will be asked to "step up" their subscriptions to meet the need and to renew the realization that the Chest is a sweep for 26 organizations and not an ordinary campaign.

Four thousand people will work to put the November drive over. Five thousand people have been asked to help by direct mail and thousands of others have heard the appeal through newspapers. The working theory of the campaign is: Enough people to reach enough people will bring in enough money. The proposition to workers is: The more workers, the less time asked of each. The proposition to givers is: More people must give; people must give more.

If precedent keeps up, 92 cents out of every dollar will go direct to the work for which it is intended. In the meantime agencies keep up their work without having to interrupt with their own money raising efforts.

"A City of Parks"

A HIGH tribute to the Dallas park system was contained in the recent bulletin of the United States Bureau of Labor Statistics "Park Recreation Areas in the United States."

Credit for the excellence of the Dallas parks is given to the Park Board and Foster Jacoby, director of parks and playgrounds.

Excerpts from the Bulletin pertaining to Dallas are as follows:

"With the exception of Denver, which owns more than 10,000 acres in mountain parks outside the city limits, and Dallas, Texas, which has 3,144 of its 3,898.5 acres outside the city limits, Minneapolis leads all cities of more than 100,000 population in the

percentage of park acreage to the total city acreage."

"If the cities of the United States are grouped according to the United States census population grouping and the reports which have been received of the acreage of parks that have been provided are analyzed on the basis of this grouping, it will be found that all of these groups of cities are still far from being adequately provided with park spaces. For example, in the group having population from 100,000 to 250,000 there are only six that have a park acreage which gives them a ratio of 1 acre to every 100 persons or less. These cities are Dallas (Tex.), Fort Worth (Tex.), Houston (Tex.), Spokane (Wash.), Salt Lake City (Utah), and Springfield, (Mass.)."

"In cities of 50,000 but less than

100,000 inhabitants there is the same inequality in park development as in the preceding group. Of the cities in the next group, Dallas has a system admirable from the point of view of the nature of the service rendered the people. There are 38 equipped playgrounds covering practically every section of the city, 17 swimming and wading pools, and 1 very large swimming center, 30 baseball diamonds, 45 tennis courts, 23 centers for outdoor moving pictures, and 4 golf courses. In addition, there are 2 large outlying reservations comprising 3,100 acres and providing excellent opportunity for camping, picnics, boating, and fishing. Many of the cities in this group are quite inadequately supplied with parks."

Southwestern Inland Centers Gain Great Rail Rate Victory

Consolidated Southwestern Cases Decision by the Interstate Commerce Commission Gives St. Louis, Fort Worth, Dallas and Oklahoma Centers a New Distributing Advantage

An Interview with
P. W. COYLE

Traffic Commissioner, St. Louis Chamber of Commerce

(Reprinted with Permission from Executive's Magazine, St. Louis, Mo.)

THE rail rate decision, or rather series of decisions, known as the Consolidated Southwestern Cases, has been characterized as the most important decision the Interstate Commerce Commission ever made. It will deeply affect the size and prosperity of our Southwestern cities, practically without exception. It represents 5 years of work by the Commission and is embodied in the most lengthy report ever issued by that body. It is an entire revamping of the rail rate structure of the Southwestern States.

P. W. Coyle, who gives the interview which follows, appeared repeatedly before the Commission as representative of one of the interests involved, namely, St. Louis shippers.

The almost endless complexity of the question of rail rates is best realized by those who know most about them. In asking Mr. Coyle to outline for us the probable effects on the industry and commerce of certain leading centers of the Southwest of this decision, we are, therefore, not unmindful of the difficulty of the assignment, particularly as many centers will be at the same time benefited and retarded by different features of the decision. Mr. Coyle was kind enough, however, to give us in general terms his views of the probable results of this very far-reaching and complicated new rate structure.

"There is no question," said Mr. Coyle, "of the sweeping importance of the new Southwestern rail rate structure. It will affect industrial locations, marketing territories and warehousing centers. It is important, however, that Southwestern business men should realize the limitations of the subject. At the risk of repeating material which may be familiar to many of your readers, I will first give a few a, b, c principles.

"Rail rates fall into two grand divisions, class rates and commodity rates. Practically every article known to commerce falls into some freight class, although a certain freight agent once had some trouble in classifying a shipment of angle-worms.

"An article which would be shipped first class in Texas, however, might not be first class in New York, as there are 3 sets of class schedules, the Northern and Eastern, known as the Official, the Southern, and the Western—there are probably 100 shippers inter-

EDITOR'S NOTE: In a word, the cities of Dallas and Fort Worth will find their trade territories much enlarged under the new rate schedules. St. Louis will reach the Southwest under rates representing the saving of thousands of dollars to her shippers every year, and the freight rate advantage of St. Louis over her competitors, New York and Chicago, will be increased. Oklahoma City will find her sales territory enlarged on all sides. Houston and Galveston will find their selling radius to the north somewhat restricted. San Antonio will lose scope to the north and east. Entry into the Southwest from the Southeast will be made more costly, thus working slightly to the disadvantage of New Orleans and Shreveport, and greatly to the disadvantage of Atlanta.

ern. In addition to the class rates, however, there are commodity rates, these being special charges covering the movement of articles most of which are of great bulk and move in great mass, such as coal, wheat, etc. About 60 per cent to 70 per cent of the tonnage of the United States moves under commodity rates.

"In the remaining 30 per cent to 40 per cent, however, we find the rates which interest the jobber, the merchant and the shipper of finished goods. Although such a large per cent of the tonnage of the railroads moves under special commodity rates,

ested in the class rates to every one interested in commodity rates. The value of the commodities moving under class rates, also is very great. To put it generally, the great raw materials and the products of the farm move under commodity rates and finished merchandise of high value moves under class rates.

"What I shall have to say will apply to class rates, though the rate changes will eventually be reflected in commodity rates, as commodity rates are based on class rates.

"The Interstate Commerce Commissioners themselves have described the rate situation in the Southwest previous to this decision as chaotic. There is no doubt that there existed many rate relationships which were prejudicial in the highest degree to certain centers. Generally speaking, the decision brought order out of chaos, reduced the rate making principle throughout the Southwest to a distance basis, and did away with the Texas Common Point Blanket. This oddity deserves a word by itself. Under it, freight rates from the East and Northeast were the same to all points in Texas except a little area around Galveston and Houston and a strip of country along the extreme western border of Texas, including El Paso. Under this peculiar arrangement, the rates from St. Louis to Paris, Texas, 584 miles, were exactly the same as those to Corpus Christi, 1,018 miles from St. Louis.

"I have not time for a description of how this blanket came to exist, but in a word there were two main reasons. There are many circuitous routes from the East into the Southwest, though the most direct route lies through St. Louis. It was the anxiety of these round-about carriers to meet the competition of the direct lines that led them to make competitive rates wherever they happened to touch the Southwest. Another reason was the desire of the carriers to establish rates competitive with the ocean-rail routes from eastern centers to the Southwest.

"A second oddity was a surprisingly low set of rail rates into Houston and Galveston as opposed to rates to Dallas and Fort Worth. A St. Louis jobber could ship cotton goods to Houston for \$1.35 a hundred, but it cost him \$2.00 a hundred to ship to

Some Absurdities of the Former Rail Rates.

1. Under the common point rates to Texas the rates on all classes and on many commodities were the same from St. Louis to Paris, Texas—584 miles—as from St. Louis to Corpus Christi—1,018 miles.
2. Animal charcoal

From Dallas to Kansas City.....	\$1.06
From Houston-Galveston to K. C.....	.42
3. Canned goods

From Pittsburgh, Pa., to Ft. Worth.....	1.07
From Pittsburgh, Pa., to Houston.....	.81
4. Cotton piece goods

From New Orleans to Dallas	1.84
From New Orleans to Galveston.....	.96
5. First-class freight from St. Louis to

Joplin, Missouri (332 miles).....	1.12
Miami, Oklahoma (31 miles farther)....	1.54

(Continued on page 18)

A City With a Conscience

Author-Pastor Looks Into the Heart of Dallas Business

By THE REV. I. K. FLOYD

ALTHOUGH Dallas makes much of her great buildings and well she may, and much of her billion dollar market for which she may justly be proud, she does not lay claim to greatness because of these things alone. In these great buildings and in the many marts composing this great market, are men who are men in every sense of the word.

Many of these men, leaders in commerce, in law, in medicine, and other useful secular professions are also leading exponents of doctrines and principles that have been long recognized as the best rule, measured from every angle, by which to live.

In all her modernity Dallas has not turned aside from their belief in the ancient good, the energetic, progressive, reliable men composing her leaders and the rank and file of her citizenship as well. Rather, much of her greatness is traceable to these ideals instilled by pioneering fathers and that come with spontaneity to men of sober judgment and responsibility.

Confidence is one of the fundamentals in business. Economists tell us that this consists of faith in the soundness of organized business as evidenced by the availability of raw materials, the possibility of converting it into the finished product taking into account both machinery and human labor, and the ability and willingness of the people to use the output profitably. But if the conditions in the marketing are not such as that

confidence can be put in those responsible for it reaching those who need it, business will hesitate and then become stagnant.

Then, belief instilled into humanity from the beginning of time by their religious leaders is a real asset in business, for it inculcates trustworthiness. Perhaps no city in the Nation has more business men who subscribe to and earnestly live out the principles that are begotten by religious convictions, than Dallas.

Men who work from early to late in office, shop or factory and who are at home in any sphere, whether meetings with small groups such as committees or directors, or large groups as massmeetings of whatever nature, behind a desk or on the rostrum, many of them are equally at home in the pew of their churches listening to emphasis being put on right living and moral rectitude—to righteousness in masses and individuals.

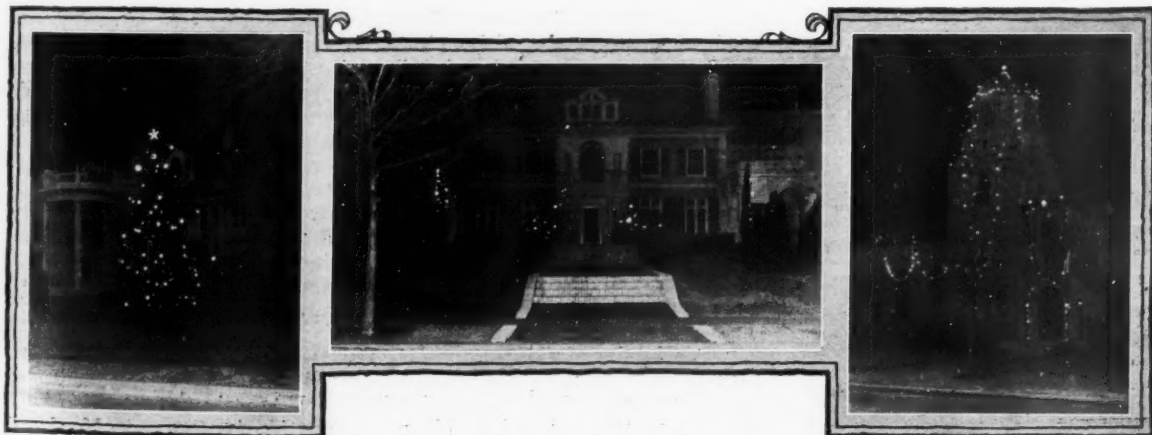
Because these things are taught in the churches of the city, churches that have grown in proportion to the big businesses, and are believed by the attendants, Dallas has developed a Conscience that counts for fair play and the practice, to a large extent at least, of the Golden Rule in commercial life.

Since a community is what the individuals composing it are and since the proportion of Dallas business men who are devotees of the standards of righteousness taught by the Fathers is so great, she can justly lay claim to a greatness not measured by skyscrapers, paved streets, and the num-

ber of people who reside within its limits, but by fraternity, justice and idealism.

This Conscience is shown by the recent improvements made and contemplated by the big bond issues voted. Who can say, and sustain it, that the millions voted were for selfish ends? Men with much property and who pay enormous taxes, cannot use all the space in the widened streets or disport themselves in all the parks. There was room enough for them already but others' comfort was taken into account and so they voted with those whose taxes are hardly felt to make this a greater city. The humble worker, the hopeful youth, the playing child were in his mind as he helped make these improvements possible. It really was going the second mile taught by the Scriptures, feeding the hungry, the cup of cold water enjoined by the Great Teacher in other days.

Dallas is admittedly seeking greatness, fame, if you will. She wants to be known all over the Southwest, and the Nation also, as a great city. She feels she bids fair to reach her goal and will strive the harder in that belief but there is a law, unwritten it is true and unrecognized by some, but a law nevertheless that her bid for greatness shall continue along the lines followed by the pioneers who wrested Texas from the wilderness—that she must be a city with a Conscience, a conscience that teaches that every man is a brother and that the Golden Rule is the best rule by which to do business.



Not only will downtown Dallas be brilliantly lighted during the four weeks preceding the Christmas Holidays, but residential sections will twinkle with cheerful colored lights strung from trees, shrubbery and front porches. Above are some of the lighting effects seen in Highland Park last Christmas.



Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 November, 1928 No. 11

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Editorials

A Year of Achievement

The December Issue of Magazine Dallas will be in the form of an annual report of the accomplishments of Dallas. The year 1928 has been a year of many achievements and will go down in history as one of the most important years in all the history of the city. This special number of the magazine, showing not plans, but definite accomplishments, will be given wide circulation through the industrial centers of the North and East. It is planned to print at least 10,000 copies of this issue in order that the widest publicity may be given to this unusual period in the development of Dallas.

A Million Visitors

As the 1928 State Fair of Texas drew to a close after more than 1,000,000 persons had passed through the gates, President Harry Olmstead announced plans already under way for a building program in excess of \$250,000. This program will be completed for the 1929 Fair.

Agriculture, manufacturing and the Texas boys' and girls' clubs are the three sections of the fair figuring in the building program.

This program will embrace plans to finance a \$50,000 addition to the present agricultural building; a new \$100,000 manufacturers' building, leaving the present manufacturers and automobile building exclusively for the automobile exhibits and a new \$100,000 boys' and girls' educational encampment building on the site of the present club barracks.

The Best Investment

The use of the air mail is now the accepted and approved method for all out of state mail. No longer does the up-to-date, progressive firm sort out a few letters labeled "rush" to be dispatched by air, and the remainder by train, but all the first class mail is sent the modern way, that is by air. As one prominent Dallas business man expressed it, "It is simply following sound business principles to send all first class mail by air—it is certainly worth 3 cents more per letter to us to get our mail to its destination in the shortest possible time, and to have it get the preferred attention which air mail receives. By this method, the time usually lost in transit by using the 2 cent train letter, is eliminated—the time between sending a communication and receiving an answer is considerably shortened, and we are thereby adding more hours, more days to our working year. The most valuable investment I make is the three additional cents for air mail postage. It returns dividends of several hundred per cent, not only in money, but in time saved and general all round efficiency. If every investment yielded returns as great as the money spent in air mail postage does, our business world would be far happier and richer."

This business man is just one of many not only in Dallas, but throughout the nation, who have sensed the value of air mail as a necessary adjunct of modern business. Formerly the question was, Can we afford to use it? Now the question is, Can we afford not to use it? And the answer is, emphatically, that you must use it or drop behind in the swift onward movement of 20th century business.



R. B. ELLIFRITZ

The death of R. B. Ellifritz removed from Dallas life one of its most valued citizens. Many expressions of regret and sorrow were heard, among them a resolution by his fellow hotel men, as follows:

WHEREAS, R. B. Ellifritz, managing director of the Adolphus Hotel of Dallas, Texas, has for many years been one of the leading men of the City; has led the causes of civic improvement and spread the doctrine of brotherly love; has led a clean, cheerful life, filled with deeds of kindness and consideration for his fellow men, and has gladdened the hearts of all those who had the privilege of association with and knowing him, and

WHEREAS, his passing is a shock to his friends, to those who worked with him, and to the entire City of Dallas,

THEREFORE BE IT RESOLVED: We, the members of the Dallas Hotel Association, deeply deplore the passing of R. B. Ellifritz, one of our dearest friends, and most valuable members. This association is bowed in sorrow, and each member wishes to express his sympathy and understanding for those loved ones who must remain and face the world without the strong help of him who was so brave in the face of any difficulty whatever its magnitude.

**DALLAS HOTEL ASS'N, INC.
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George C. Scott,
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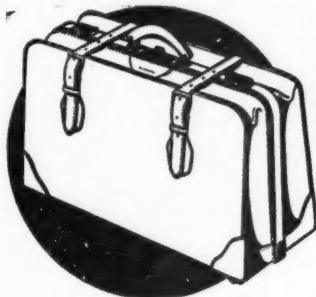
On the Cover

C. J. Kaho, staff photographer of The Dallas News, perched himself on the water tower of The News Building and waited patiently for an hour to get the photograph shown on the cover of this month's magazine.

He was rewarded for his patience when, after circling the city, the Los Angeles swung into view between two peaks of the skyline. Experts declare that this is one of the few perfect photographs, judged from all standards of photography.

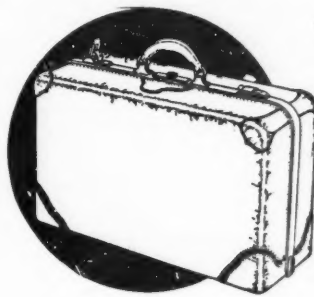
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To get acquainted with the HIGH QUALITY GLADSTONES upon which we specialize. See our comprehensive offerings of the latest new leather. Our holiday line offers exceptional opportunities for the early Christmas shopper.



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Robert R. Ellis to Speak at Annual Meeting

ROBERT R. ELLIS, of Memphis, Vice President of the United States Chamber of Commerce in charge of the South Central Division, will be the principal speaker at the annual meeting of the Dallas Chamber of Commerce December 11, according to an announcement by President E. R. Brown.

Mr. Ellis is a forceful speaker, a noted civic worker and a man of unusual ability. He is president of the Hessig-Ellis Drug Company of Mem-

phis and the Ellis Drug Company of Little Rock, Ark.

He has been a member of the directorate of the Memphis Chamber of Commerce and was its president for two years. He has been a director of the United States Chamber since 1923, and has held the vice presidency for four years.

Mr. Ellis has devoted the major portion of his public activities in the past several years to a study of the changes taking place in the field of

distribution. He has been chairman of several important committees of the national chamber making these studies. It is likely that he will dwell at length on this subject in his Dallas talk.

Mr. Brown has expressed appreciation that the Chamber of Commerce has been able to obtain a man of Mr. Ellis' broad experience and ability to address the members at their annual meeting and predicted that an unusually large number would be present to hear him.

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Did Your Business Expand in 1928?

If it did—and not a very big “if” at that—it was but keeping in line with all of Dallas. A startling record of the growth of Dallas, commercially, industrially, financially and scientifically, during the year drawing to a close, is being prepared for the December issue of DALLAS, to be off the press December 1st.

The circulation of the December number will be doubled. It is planned to print approximately 10,000 copies—5,000 copies for local distribution and an equal number in Northern and Eastern industrial centers.

There will never be a better opportunity for members of the Chamber of Commerce to show, not only members of the Chamber but thousands of others now seriously thinking about Dallas, how their business has kept step with the city and aided in its growth.

The rates for the special issue will be the same as for regular issues. For full particulars phone or write

DALLAS

Official Publication, Dallas Chamber of Commerce

Earl Y. Bateman, Business Manager
Chamber of Commerce Building
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can be built in special sizes, reinforced for extra strength if desired, to meet the individual requirements of business firms.

Atlas Metal Works
DALLAS

Big Real Estate Deal

Leases on Dallas property totaling approximately \$4,000,000 have been taken by three New York chain stores, according to Frank McNeny of McNeny & McNeny, realtors, specializing in chain store leases. The firms are Schulte-United, Inc., Silver Bros. Inc., and the Lerner Stores Corp.

Schulte-United, Inc., which sells merchandise priced at under \$1, has, under three separate leases which total \$2,952,000, obtained an area 50 by 200 feet with frontage on both Elm and Main streets. The duration of the lease is 60 years. The five-story building at present occupied by the W. A. Green Co. department store was leased for \$1,882,000 and the two three-story buildings to the rear fronting on Main street were leased for \$545,000 and \$530,000 respectively. Tenancy will depend on the date when W. A. Green Co. can take possession of the Wilson Building annex, now occupied by Titcher-Goettinger Co., which plans to move into new quarters in the fall of 1929. It is probable that Schulte-United will not get possession until 1930. This firm is also taking leases on property in San Antonio, Beaumont, and Amarillo, Muskogee, Okla., and Pueblo and Colorado Springs, Col.

Silver Bros., Inc., through two leases totaling \$965,000, will secure a location at Elm street and Exchange place, 100 feet in depth and with a frontage of 70 feet. This space is now occupied by the Bucksprann Fur Co. and the Oriental Art Shop. The lease is for 30 years and possession will be granted in 1931. Silver Bros., Inc., is also leasing property in Ft. Worth, Paris, Greenville, Hillsboro, and Waxahachie, Tex., Oklahoma City, Okla. and Shreveport, La.

The Lerner Stores Corp. has leased the building at 1512 Elm street, for 25 years for \$380,000 and will get possession in the near future. The

Lerner Store recently leased the building in Ft. Worth, at present occupied by Sanger Bros. Inc., and will open in Ft. Worth as soon as the new Sanger Bros., Inc., store is completed. They also will open stores in San Antonio, and Tulsa, Okla., soon.

Wealthy Texas

The wealth of Texas today exceeds \$10,250,000,000, and it ranks eleventh among the States of the Union in point of total wealth, according to a recent investigation and report prepared by Burt C. Blanton, consulting industrial engineer of Dallas.

"The per capita wealth of Texas approximates \$2,010," Blanton said, "and the net increase in the per capita wealth of Texas for the seventy-seven-year period, 1850 to 1927, inclusive, approximated 704.8 per cent.

"From a standpoint of per capita wealth Texas ranks thirty-ninth among the States and also leads the three other States of the West-South-Central group: Arkansas, Louisiana and Oklahoma, by about 8.1 per cent to 40.7 per cent per capita."

Blanton's report shows that the per capita wealth of Texas is increasing at an average annual rate of about 8 per cent.

The standing of the first eleven States of the Union in total wealth as shown in the report is as follows:

State	Rank	Total Wealth
New York	1	\$40,095,250,000
Pennsylvania	2	31,599,060,000
Illinois	3	25,641,090,000
Ohio	4	20,998,905,000
California	5	19,801,000,000
Massachusetts	6	14,806,900,000
New Jersey	7	12,509,804,000
Michigan	8	12,108,650,000
Iowa	9	10,908,600,000
Missouri	10	10,891,500,000
Texas	11	10,250,000,000



New Home of Liberty State Bank, at Elm and Harwood. The latest ideas in Modern Banking are employed here, according to Joe E. Lawther, President

Sight Seeing in Dallas

(Continued from page 6)

Highland Park and University Park are separate, independent municipalities, it will be seen that they are essentially a part of Greater Dallas. Residents of these two Cities in most cases have their business in Dallas.

On Knox street, crossing the M. K. T. tracks, we are again in Dallas. Here is another suburban business center.

From this point the tour passes through a typical residence section composed of cottage homes. A very large majority of these homes are occupied by the owner. At Greenville road White Rock Lake may be seen in the distance. This is a unit of the City water supply system, which soon will be abandoned as a water supply source and be converted into a City park. Lakewood Country Club is on the left.

Munger Place

At this point we turn west on Gaston avenue, entering Munger Place. This is a highly restricted residence section. Ahead, in the distance, the tall buildings of downtown Dallas may be seen. Leaving Munger Place, we pass through one of the older residence sections which is giving way to business and light manufacturing. The Ford plant is on East Grand avenue and may be seen as we turn toward town.

Fair Park

Fair Park is municipally owned and is the home of the State Fair of Texas—the greatest state fair in America. When not in use by the State Fair this serves as a City Park. It has a large number of attractions which are open the entire year. Passing through Fair Park we see many large buildings devoted to agricultural, live stock, poultry, fine arts and industrial exhibits. Here also is located the Municipal Auditorium and football stadium.

Leaving Fair Park we pass the Forest Avenue High School, several large manufacturing plants and cotton compresses, Sears-Roebuck Dallas Branch and two large casket factories. We again enter the downtown business district, passing the new County Hall of Records, Criminal Courts building and the County Court House. In this neighborhood are located many retail and wholesale distributors of farm implements, etc.

Oak Cliff

Turning toward Oak Cliff, we pass over the Oak Cliff Viaduct which spans the Trinity River bottoms. This is said to be the largest concrete viaduct in the world, being more than a mile in length. The Trinity overflow land is now being reclaimed by a giant levee system, which will reclaim

THE NATION— A Precinct

From a scarce 100,000 radio sets in 1922, there are now approximately 8,000,000 sets in this country, contributing to the entertainment and enlightenment of some 35,000,000 people. The extension of the service of electric light and power companies, which this year will spend \$900,000,000 for additional facilities, is responsible in no small part for this remarkable growth.



PLUGGING their radio sets into electric outlets, millions of people Tuesday night, November 6,

learned the election returns through the country as quickly as they once were known in a single precinct.

In contrast to the days when candidates were notified of the outcome of a contest by "pony express," present day election returns become nationwide property, when and as they happen.

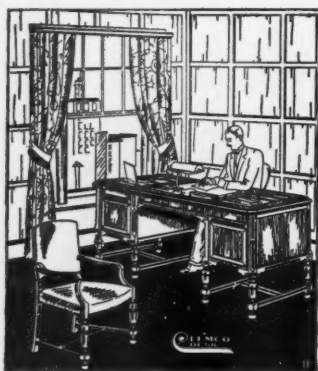
Thanks to electrically operated voice amplifying devices, a candidate today talks to 70,000 people standing before him, all of whom hear him distinctly.

Thousands of miles away, millions of others hear him even before he is heard by those 100 yards from the platform. His voice, carried by electricity, at 186,000 miles a second, goes 3,000 miles before his voice, carried by sound waves, goes 100 yards.

Thus, through man's mastery and control of electric energy, is the unity and progress of the nation served.

And thus, as this mastery is applied in increasing measure in home and in factory, is the welfare of the individual and society as a whole advanced.

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THE possession of a fine office creates and gives to your visitors the favorable mental impressions so necessary to the success of your business. A fine office builds confidence. It establishes prestige, sponsors respect, encourages substantial friendships and heightens morale of employees.

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THE AMERICAN EXCHANGE NATIONAL BANK accepts fully its responsibility to meet the banking requirements of a city that never stands still—a city whose industrial, commercial and civic enterprises are daily expanding, with an ever-greater promise for the future.

In every department of modern banking our service is complete, thorough—yet flexible enough to meet the needs of the smaller, growing business as adequately as we meet those of the largest enterprises.

The progressive policy and the modern facilities you will find at the American Exchange National will provide a banking connection that will be satisfactory in every respect.



Resources more

than \$60,000,000

this waste land into a new industrial district.

In Oak Cliff the tour passes over winding scenic drives which are the sites of beautiful homes. This is a new development and many attractive homes are being built here. We pass through the Stephens Park Municipal Golf Course.

Zoo

The Zoo (Marsalis Park) is one of Dallas' beauty spots. Situated in a location of great natural beauty, rugged and tree covered, it houses a large collection of wild animals, birds and reptiles. A brief stop is made at the Zoo.

Leaving Oak Cliff we again cross the Oak Cliff Viaduct. From this Viaduct one has an excellent skyline view of Dallas.

The tour ends at the Union Station and passengers will be returned to their downtown hotels, or may leave the sight-seeing bus as it passes through the business section of the City.

Southwestern Inland Centers

(Continued from page 10)

the much nearer center of Dallas. There are many other examples of the same thing. This low rate to Houston-Galveston resulted from a long-dead water traffic and the anxiety of the carrier of former days to compete with it. Years ago, there was a considerable coastwise traffic between New Orleans and the Texas ports. The early railroads made low rates into Texas along the Gulf Coast to compete with this traffic. The traffic died, and for years there has been no appreciable movement along the Gulf Coast, an occasional shipment of sugar from New Orleans or steel from Birmingham telling the tale.

"The low rail rates persisted, however, after the water traffic died, and were woven into the rates governing the shipment of commodities from the South Atlantic ports overland to Texas. This gave centers like Atlanta a preferred entry into the Texas market. The lines running Southwest from St. Louis made their rates to Houston and Galveston to compete with these low rates from New Orleans, so that up to the present time a water traffic, dead for many years, has continued in effect a very low rate into Houston and Galveston as opposed to rates to other centers, notably Dallas and Fort Worth, much nearer the manufacturing East.

"The question of adjusting steamship rates in their relations with rail rates from Houston and Galveston into the interior is subject to a rehearing, so it is too early to state definitely what the effect on Hous-

ton and Galveston will be, but if the Commission's intentions as heretofore expressed are carried out, Houston and Galveston will not be so advantageously situated under the new rates as under the old for distributing business into the interior. The distributing interests of San Antonio, by reason of its great distance by rail from the north and east, will be adversely affected in so far as its trade territory toward the north and east is concerned.

"Fort Worth and Dallas under the new rates are given the advantage of their proximity to northern and eastern markets and their position has been tremendously improved commercially. Their trade territory should be greatly enlarged to the south and west and perhaps somewhat to the north and east.

"Oklahoma City is one of the principal beneficiaries of the new decision. This city complained of many injustices and, indeed, the Corporation Commission of Oklahoma entered the original complaint in this matter. Oddities of the former rate structure resulted in much lower rates to centers in Kansas and Arkansas than were enjoyed by Oklahoma cities. These having been removed, Oklahoma City can compete for business in Kansas, Texas, Missouri, Arkansas and Louisiana points which were formerly closed to her merchants unless they were willing to absorb heavy freight charges.

"An example of this is found in the towns of Miami, Oklahoma, and Baxter, Kansas, lying 13 miles apart. Owing to poorly adjusted intra-state rates, it cost about \$5.00 more to ship an automobile from Detroit to Miami than from Detroit to Baxter. Like situations existed in other rates and many Oklahoma houses were forced to put branches across the line and truck goods into Oklahoma in order to compete.

"The city of St. Louis will be greatly benefited in its trade with the Southwest, although some of the rates which were abolished were claimed by the complainants to favor St. Louis competitors. St. Louis is, in a broad sense, a competitor with Chicago and New York for Southwestern trade, and if certain Southwestern centers are enabled to sell to some extent into what was formerly St. Louis territory, they will in many cases sell in that territory goods bought in St. Louis. It is, therefore, our relations with New York and Chicago of which we are most jealous.

"Under the new decision, rates are reduced between St. Louis and the entire Southwest except to Waco, Texas, and points South.

"The first class rate from St. Louis to Dallas will be reduced from \$2.235 to \$2.10 per hundred pounds. The rates on the first three classes to South Texas points will be slightly increased, due to the abolition of the blanketing principle aforementioned. To Arkansas, the class rates to the entire State will be reduced. To Oklahoma, class rates to the entire State are reduced. To Louisiana, class rates will be reduced, except to the south-

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Southwestern District Manager
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RADIO has become one of the leading industries of the world in the last five years. The leader in that industry has been the Radio Corporation of America. The recent opening of a branch of that organization in Dallas is but another evidence of the forward looking policy it has adopted.

As "R. C. A." on a radio set or an accessory labels it a masterpiece of modern engineering, just so does the name "Montgomery" on a photograph stamp it a masterpiece of modern photography.

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You Can't Wait Until December 23rd

Purchasing remembrances to go to your customers at Christmas is not like buying personal gifts—mechanical limitations make it impossible to fill orders placed the week before Christmas. 'Phone today, 7-5691—your office our showroom by appointment. Our experienced representatives are not high pressure salesmen.

HAYDEN MANUFACTURING CO.

"It's Wise to
Advertise"



with Owl
Merchandise"

4 *independent* field lines keep this city in natural gas. No other city of our size in the world is so whole-heartedly gas-fired.

From making a cup of tea to running 800 factories, Dallas uses this rich and inexpensive heat that needs no storage, no hauling or handling, and not one fleck of soot.

THE DALLAS GAS COMPANY

ern part where, as in the case of Southern Texas, the first 3 classes will be slightly increased.

"St. Louis' competitive position will be better as regards Chicago. St. Louis at present enjoys a 30½ cent rate advantage over Chicago into Arkansas. This will be increased to 40 cents or 44 cents under the new arrangement. To Oklahoma, St. Louis has now a 30 cent advantage and will have from 30 cents to 40 cents. To Louisiana our advantage will be increased from 30½ cents to 36 cents or 40 cents, depending on the part of the State concerned.

"The water and rail rates which determine our competitive relationship with New York were decided on a basis which would give this city a considerable advantage, and although this matter has been reopened, the Commission is considering only details and not the general principle, hence it is fair to state that the eventual decision will strengthen St. Louis' relation to its other great competitor.

"Taken as a whole, the decision will make for more order, and understandable rate relationships in the Southwest, will improve the position in distribution of the interior cities, will reduced rates to the most populous part of Texas and while removing certain artificial stimuli from the Gulf ports will not in any way prejudice their development or remove their advantage of location on tide water."

Higher Business Standards

(Continued from page 8)

blankets contained from 15% to 50% of wool.

This situation, in the Bureaus' opinion amounts to a fraud on the public, for the public is not obtaining the wool content it thinks it is. We also consider it an unsound selling condition when a product composed of two materials in decidedly unbalanced proportions is designated by the material of minimum proportion rather than by the one which gives the product the utility it possesses. In addition, the use of ambiguous terminology in the sale of cotton and wool blankets prohibits a free and open market for the sale of cotton and wool blankets that possess more than a minimum percentage of wool.

Letters commending this program have been received from universities and colleges, advertising agencies, publications, Chambers of Commerce, Advertising Clubs, and men and women in every walk of life, who represent the purchasing public.

Since a few manufacturers contended that the term "Part Wool" was accurate and that the buying public knew what it meant no agreement has been reached to abandon the term so the Federal Trade Commission has joined hands and has called a Trade Practice Conference of the Blanket Industry. This conference contemplates, primarily, the establishment by the industry of a

standard quality of wool for fabrication of blankets before the term "wool" can be used in advertising and selling such blankets.

"Silk and Wool" Shirts

No item is purchased with more careful scrutiny than the one which belongs in any way to the baby of the family. Careful buying is particularly applied to the undergarments baby wears. Doctors often specifically prescribe silk, wool, rayon, cotton or combinations of these materials where these fabrics are believed to be particularly beneficial or healthful and mothers demand what doctors prescribe.

At a meeting recently held with leaders in the Infants' Underwear industry, the National Better Business Bureau demonstrated to the executives present how a great harm was being done the entire industry by the misrepresentation of a few. The Bureau showed by means of tests of garments which several of the local Better Business Bureaus had purchased in their cities, that so called "silk and wool" was sometimes found to be cotton and rayon, and "all wool" largely cotton. To obviate the possibility of continued loss of public confidence which is a consequence of such inaccuracies, the National Bureau at the same time presented a code, the application of which would insure that statements such as "all wool" or "silk and wool" would actually mean made entirely of wool or made entirely of silk and wool. Leaders in the industry were quick to respond, for they saw that with this code to guide the entire industry, public confidence could be assured.

This has been done. The response of the industry was both spontaneous and whole-hearted. Manufacturers of over 85% of all Infants' Wear made in the United States have unqualifiedly approved and endorsed the code of fair play for the guidance of the industry.

Name the Woods

Just as the Better Business Bureau movement has helped advertisers in accurate naming of such basic materials in merchandise as silk, wool, cotton, rayon, linen and other lines, so furniture standards have been formed which have been approved by the Federal Trade Commission and adopted by furniture associations, both in the manufacturing and retail field.

The policy has been aptly termed "Name the Woods" and under these standards the purchaser of furniture will know exactly that he is buying from the advertised descriptions. They are well in line with the idea of service upon which the policies of all good stores are based. They have been in use long enough to be tested and manufacturers and retailers are finding unexpected results in both advertising pulling power and increased public confidence.

In a nutshell: Furniture, with ALL exposed surfaces of Mahogany, solid or veneer is called "Mahogany."

Furniture with Walnut Veneer on

The Pivotal Point of the Dallas Wholesale Market



Wholesale Merchants Building

The home of scores of wholesalers and manufacturers

Due to the moving of the Southwestern Bell Telephone Company to their new building we now have available 15,000 square feet on the seventh and eighth floors that may be divided into units of 1,000 to 7,500 square feet.

Rates on Application

D. L. Whittle, Manager

Phone 2-4511

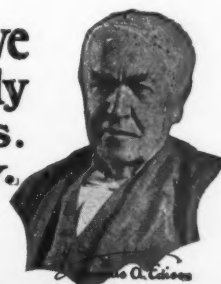
912 Commerce St.

**From Coast to Coast we
provide service to study
your letter problems.
Let us help you today.**

THE EDIPHONE

1714 Commerce St.

Phone 2-6976



Ediphone

Edison's New Dictating Machine

Save 20% to 50% on Multigraph Composition

NEW PRICE 4¢ per line

with

New Type for Every Character

Short Line Type for Short Lines

No Heavy Dark Short Lines

Even Shading on Entire Body of Letter

Underlining Without Extra Cost

Our complete Monotype Equipment, which mechanically molds new type and automatically sets up letters and forms, has lowered costs and has enabled us to give our customers the many advantages of machine composition.

It Means BETTER WORK AT A LOWER COST In Less Time!

ADVANTAGES OF MONOTYPE EQUIPMENT

1. Every character in new type.
2. Eliminates dark short lines.
3. Even shading thruout letter.
4. Underscoring without extra cost.
5. Cuts time required by half.

OLD STYLE HAND SETTING OF MULTIGRAPH TYPE

1. Uses same type over and over.
2. Mixed type gives uneven impressions.
3. Difficult to avoid dark, short lines.
4. Takes extra lines for underscoring.
5. Takes more time.

Call

Commercial Printing & Letter Service Company

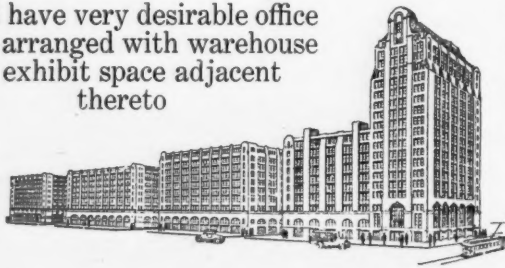
918-919 Santa Fe Building

Phone 2-8168

For All Multigraphing and Mimeographing Needs

COMPLETE LETTER SERVICE

WE have very desirable office space arranged with warehouse or exhibit space adjacent thereto



Dallas Transfer & Terminal Warehouse Co.
SECOND UNIT, SANTA FE BUILDING DALLAS, TEXAS

The service you buy from us is based on forty years of experience.

Our facilities unequalled in the South

surfaces, and solid exposed parts of Gum, or other common wood—is called "Walnut and Hardwood".

Furniture, entirely of Gum, or other common wood, stained to resemble Mahogany—is called "Imitation Mahogany" or "Hardwood—Mahogany color".

Only furniture with ALL exposed parts of solid wood can be truthfully designated as "Solid".

The American Walnut Manufacturers Association caused a survey to be made of more than a thousand retail furniture store advertisements which were analyzed fully, and here were found some astonishing conditions.

We believe these are so interesting that the furniture industry and the public will want to know about them. Here they are—

18% of the advertisements described their wood furniture fully and accurately.

31% of the advertisements used such terms as "Combination Walnut", "Walnut Finish", etc., in describing furniture.

51% of the furniture advertised was incorrectly designated as "Walnut".

The great majority of these advertisements (82%) were contrary to the best ethics of the trade and the best standards of furniture industry.

It can be readily seen that "Name the Woods" was not adopted arbitrarily nor capriciously as the essence of recommendations for furniture advertising. It grew out of steadily widening contacts with consumers, merchants and manufacturers, and a mature consideration of the rights of all.

Name the Fur Pelts

Furriers advise the Bureau that the use of the real pelt name has substantially reduced the cause for dissatisfaction and consumer complaint. Now, the customer buys "Sealine" with the full knowledge that it is rabbit skin and is satisfied. She does not return later angry and dissatisfied after some one had told her the garment is rabbit fur.

Other improper terms such as Kid Leopard to designate young goat skins which are spotted and dyed to imitate Leopard spots cause deception and misunderstanding and oftentimes lack of confidence when the customer learns the truth.

Many furs have trade names which are not correctly descriptive of the furs and in many cases are misleading. For example, Hudson Seal is a trade name used for muskrat treated and dyed to resemble seal. No animal labors under so many trade names as the rabbit, e. g., Arctic Seal, Baltic Seal, Bay Seal, French Seal, and many other seal names, all of which are nothing but rabbit fur, treated and dyed to resemble seal skin. A better way to eliminate all possibility of misunderstanding is to discard the trade name altogether. The fur should be described by the color it is dyed or blended and the correct name of the animal should be the last word of the description. For example: "Seal-dyed Muskrat", "Sitka-dyed pointed Fox",

etc. The object of this is to inform the public what the fur really is.

In the opinions of legitimate merchants, there is no objection to naming pelts properly in advertising and on garment tags.

Rug and Carpet Definition

Over a long period of years, a confusing terminology has grown up in the rug and carpet field. The industry itself, in conjunction with the Better Business Bureaus, has worked out definitions which clearly set forth the characteristics and methods of manufacture for all types of domestic rugs and carpets. Each rug or carpet belongs in one of these classifications if it possesses all of the necessary qualifications.

Six specific rug classifications have been approved by the majority of American rug and carpet manufacturers. Over a period of years a great deal of confusion has grown up because of the lax usage of a few rug terms. For example, a Wilton is a Wilton; a Velvet is a Velvet; and "never the twain shall meet." Most of the so-called Wilton-Velvels on the market today are simply Velvels while others are specific products and should have distinctive names of their own. By the same token, a rug cannot be a Tapestry-Brussels. A Tapestry rug is made by a different process than is the Brussels although it has a somewhat similar appearance when completed.

Besides this question of nomenclature, the industry approved a recommendation to indelibly stencil or stamp the backs of all rugs and carpets not all first quality. It also concurs that the term "Royal Wilton" is meaningless—that it does not designate a particular type of floor covering, and should therefore be abandoned.

Radio Advertising Improves

The Radio Industry although only a few years old is one of our largest industries. Its progress and growth have been so rapid it has taken the best minds in the industry to keep pace with it.

Much work in this field by Better Business Bureaus has greatly aided in standardizing terms and practices to the benefit of the public and the industry itself.

When equipment was first built to take the place of batteries in radio reception it was at first called a "battery eliminator" just as the first automobiles were called "horseless-carriages." Today this equipment is called "socket power," a positive term for a new product.

When the "Cone" loud speaker was put on the market a new principle was introduced to the public. The term "Cone Speaker" was recognized by the public as a term describing a speaker employing the "Cone" principle and not simply a speaker which might be

Featuring the Better Kind of Overcoats \$29

Well Worth \$40⁰⁰ to \$45⁰⁰

—overcoats that fulfill every man's desire for quality. They're all-wool, of the newest accepted fabrics, meticulously tailored by masters of the tailoring art.

—bought as only Victory Wilson can buy to save you money—and sold at prices that win every time in any comparison. *Guaranteed quality, of course!*

Victory Wilson, Inc.

Men's Guaranteed Clothes

Second Floor Marvin Bldg., Main & Akard

JAS. K. WILSON, Pres.

A. H. PATTERSON, Mgr.

ASKEW

stands back
of
his merchandise

OFFICE
FURNITURE

New &
Used

SEE HIM
BEFORE YOU BUY



310 N. AKARD ST. CALL 7-1220

Office Phone
7-5561

Res. Phone
3-4613

HENRY NUSS BOOKBINDER

and

PAPER RULER

Loose Leaf and Binders

416 South Ervay, Dallas

W. E. CALLAHAN CON- STRUCTION CO.

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General Office, 708-9 Kirby Bldg.
Dallas, Texas
Drainage, Irrigation, Railroad, Levee

A Complete Banking, Trust and
Investment Service

The Republic National Bank and Trust Co.

Dallas, Texas

Photostat Prints

Facsimile Copies at Original Size, En-
larged or Reduced of any Written or
Printed Document, Legal and Commer-
cial Papers, Letters, Drawings, Maps,
Etc. JNO. J. JOHNSON

1912 N. St. Paul St. 2-6729; 7-4218

Schoolar, Bird & Company

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-two Years

AUDITS :: SYSTEMS TAX SERVICE

Santa Fe Building
Dallas, Texas

Myers, Noyes & Forrest CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.
DALLAS, TEXAS

Surveys, Investigations and Reports

cone shaped. Placing a cone shaped cover over a horn does not change a horn speaker to a cone speaker and it is obviously misleading the public for such devices to be named "Cone" or "Cone type" speakers. Today a "Cone" speaker is a speaker employing the cone principle.

A code of standards for advertising has been adopted which shows that business recognizes that "Better Business" will result from public confidence, and that public confidence can be obtained only from fair play methods and practices. Trick copy may attract the eye but it is seldom productive of anything except lost confidence which is difficult to regain.

In its work in this field the Better Business Bureau is receiving the co-operation of the National Electrical

Manufacturers Association and the Radio Manufacturers Association.

Many Benefited

Sixty-three lines of business have been benefited from the merchandise investigations and surveys made by the Better Business Bureaus along these same lines. Assistance rendered to business in developing higher standards, and an ever increasing desire to carefully live up to their recommendations, has not proven irksome nor burdensome as such standards are readily recognized as an aid to increasing sales and to likewise increase the pulling power of advertising.

After all it is the "little foxes" that gnaw the vines in the vineyards of Public Confidence. To find them and help keep them out is a good service to honest business.



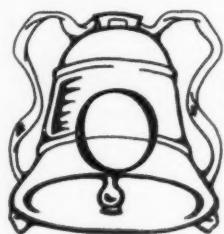
Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1927	1928	1927
January	\$229,992,906.46	\$229,804,531.28	\$223,308,000
February	196,745,819.83	202,756,886.66	196,631,000
March	220,543,122.81	218,410,753.88	211,214,000
April	200,626,627.89	199,600,686.28	203,980,000
May	192,025,092.80	206,895,503.85	181,433,000
June	190,192,864.47	200,643,340.36	188,284,000
July	182,691,715.82	198,047,700.20	185,981,000
August	192,638,168.78	209,277,120.12	189,293,000
September	255,592,042.29	261,719,706.91	248,714,000
October	284,698,815.71	320,700,640.45	268,064,000
November	259,541,248.42		258,992,000
December	240,808,716.72		269,485,000
Total	\$2,645,992,040.40		\$2,620,377,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1927	1928	1927
January	\$ 412,624	\$619,989	\$311,033.63
February	528,992	584,684	312,651.92
March	1,085,994	858,466	356,314.91
April	576,703	798,573	302,816.28
May	788,423	580,560	290,808.21
June	1,466,225	781,701	308,521.35
July	678,837	870,532	245,918.46
August	770,975	750,544	306,198.75
September	2,198,659	835,144	383,030.13
October	451,704	552,651	358,282.32
November	524,932		327,146.30
December	352,525		422,787.87
Total (Dallas proper)	\$9,774,846		\$3,855,787.93

GAS METERS		TELEPHONES	
	1927	1928	1927
January	62,479	64,881	65,198
February	62,702	65,021	65,547
March	62,724	65,532	65,854
April	62,882	65,712	65,991
May	62,885	65,892	65,925
June	62,952	66,030	65,486
July	63,026	66,081	65,364
August	63,123	66,129	65,365
September	63,354	66,180	65,877
October	63,740	66,240	66,461
November	64,298		66,859
December	64,711		67,035

Christmas Greeting Cards



OUR sample sets show an exclusive line of Greeting Cards. They are made by us, and you will not find duplicates of them anywhere else. All of them are new, and up to date. The stock used is the best quality, and the latest styles. They are designed by one of the best Christmas Card artists in the country and the designs harmonize with the card and envelope. By making your selection from these, your cards will have individuality.

A special feature which is very attractive is that none of the cards carry sentiments. In our set of samples you will find separate cards showing quite a number of different sentiments. You can select any sentiment from among these and have it placed on the card that you like. Furthermore, we will engrave a name plate to match free of charge. We have adopted this method because in selecting Christmas Cards you frequently find a design that is attractive but you do not like the sentiment on the card. Now you may select just the design that appeals to you and also a sentiment that you like.

Place your order early. Plenty of time should be allowed to execute work of this kind, as speed and quality do not always travel together. By placing your order early you will allow sufficient time for us to execute your order properly and then give you plenty of time to address the envelopes at your leisure.

With each order we receive we send a Christmas Card Record Book, which you can use to keep a record of all Christmas Cards received and sent, and with space to show the full name and address of each party. This book will last ten years, and is furnished you free of charge.

Telephone 2-4164 now for our representative who will be glad to call on you at your office or at home without any obligation on your part.

CLARKE & COURTS

Manufacturing Stationers

1506-8 Young Street

DALLAS

Leake, Henry, Wozencraft & Frank

Attorneys At Law
Suite 604 Magnolia Building
DALLAS, TEXAS

Sam A. Leake, W. T. Henry, Frank W. Wozencraft, Joseph D. Frank, Harold H. Young
General Civil Practice

Representative References:
NEW YORK
Radio Corporation of America
Metropolitan Life Insurance Company
The Bradstreet Company
Charles Broadway Rous, Inc.

CHICAGO
James B. Clow & Sons
National Life Insurance Company of the United States of America

ST. LOUIS
American National Assurance Company
John E. Mitchell Company

DALLAS
Sanger Bros., Inc.
Oriental Oil Company
American Life Insurance Company
Graham-Brown Shoe Company
Any Dallas Bank.

ZUBER & ZUBER

Wholesale Collections
408 Santa Fe Bldg.

Established 1918

C. B. Zuber

F. M. Zuber

American Elevators

sold by

Hunter-Hayes Co.

312 Construction Industries Building

Manufactured by
American Elevator & Mch. Co.
Louisville, Ky.

Stroter-Peterson Co.

GENERAL INSURANCE
AND SURETY BONDS
1613-15 Republic Bank Bldg.

2-1818

2-7552

Investigate Leavell's Investments

A complete investment service. We handle both listed and unlisted securities. Our service at your command.

LEAVELL & COMPANY

1411 Republic Bank Bldg.
Phone 2-1009

The High Cost of Selling

By A RETAIL DRUGGIST

My name doesn't matter. I am just an ordinary retail druggist. Maybe I am a little out of the ordinary because my store continues to pay profits which are quite satisfactory in spite of the multitude of chain and other cut-price stores which are operating today in Philadelphia.

In order to stay in this fortunate position I have to be putting new ideas constantly into my business. My wide-awake competitors are doing it all the time; if I don't do likewise I'll soon be left behind in the race for business.

That is why I make it a practice to get away from the store at least one or two days every week. I spend this time traveling around Philadelphia and nearby cities seeing what other retail merchants are doing. Naturally I am always on the alert for new ideas which look as if they could be used profitably in my business.

Although I am a druggist I don't confine my attention exclusively to drug stores. I find that stores not connected in the remotest way with retail drugs often produce ideas which can be adapted to my own use.

In this frame of mind I passed recently the store of a prominent Chestnut Street stationer and printer. Glancing casually at his window displays my eye was caught by a booklet shown there. The title of this booklet was "Druggists' Records That Talk."

The sign in the window extended a cordial invitation to step inside and get a free copy of the booklet.

I went in, little knowing what turmoil and confusion my simple request would cause. All the salespeople were busy when I entered so it was some minutes before any one paid attention to me. Finally, stopping one on his way to a cash register, I asked him where I could get one of the booklets displayed in the window. He was polite enough but the blank expression on his face showed that he didn't have the faintest idea of what I was talking about. As he hurried on he vaguely suggested that I might "try" at the counter across the way.

Imagine! A free booklet prominently displayed in the window, a booklet which was part of the selling plan for a bookkeeping system which probably cost \$50 to \$100. (I don't know to this day what the Irving-Pitt system described in this booklet does cost because no one has ever taken the



Exclusive PRESCRIPTION PHARMACY

Prescriptions and Sick Room Supplies Only
Phone 2-5445, Pacific and Erway
DALLAS, TEXAS

Pat C. Miller & Company

INVESTMENTS

We specialize in local Stocks and Bonds
801 Marvin Bldg. Phone 2-7794

JOHN SCHWARZ
Phone 2-5708

DALLAS TYPEWRITER & SUPPLY CO.

Standard and Portable Typewriters
1519 Commerce St.



HARRY BENNETT

(Successor to RAYMOND STUDIO)

Commercial Photography

2108 McKinney Ave. Phone 7-4906
We photograph anything anytime

2-8084



2-8084

107 Construction

Industries Bldg.



Phone 2-3527

807 Dallas National Bank Bldg.

Couch Armature Works

Electric Motor Specialists

Rewind, Rebuild and Repair
Power Motors and Generators

Griffin & Camp

Phone 2-4775

405 Santa Fe Bldg.
2-9288

Established
Seven Years



Employers' Service Bureau

Hanway & Williams

Jas. L. Hanway

Insurance in all its branches
203 Central Bank Bldg.
Phone 2-3822

trouble to tell me.) But to go on with my story.

At the second counter, however, I did get a little action toward the final fulfillment of what seemed to me a perfectly ordinary request. Another functionary known as "Dad" was loudly summoned and to him I stated my request for the third time.

"Dad" apparently was general handy man and porter but he at least knew what I wanted. Straightway he disappeared down a stairway behind the counter; he was on his way to the cellar.

Skeletons in Store Cellars

Dad emerged triumphant exactly fifteen minutes later. Having been in quite a few store cellars myself I knew the reason for Dad's triumphant look. It is a wonder anybody ever finds anything he looks for in most store cellars.

I thanked Dad for his trouble and stood expectant, waiting for him to say something more. No, not a word, not a polite inquiry as to whether or not I would like further information or explanations. No inquiry as to my name and address. Nothing. Quite evidently the store felt that giving me a booklet was trouble enough without bothering with these other details.

Perhaps people who are familiar with the business will say the inquiries of the kind I made are usually handled by outside salesmen who, from daily contact with customers, know what it is practical to sell to these customers. They may say, too, that it is unreasonable to expect a salesperson behind a counter busy all day selling rubber bands and 10-cent writing tablets to be prepared and ready instantly to launch into a high-powered selling talk on a complicated item which sells from \$50 to \$100.

But I venture to say that if the Irving-Pitt Company were to put advertisements in magazines offering a free copy of this booklet to all who asked for it, the resulting inquiries would be handled somewhat more systematically and expeditiously.

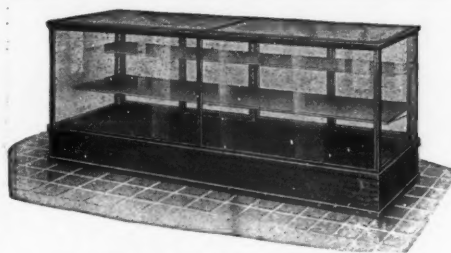
If the booklets are to be offered free in the window, have them readily available in the store. Then when someone inquires, I don't see why the

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the Towel Supply Line

Service Unexcelled Phone 2-2736



From Manufacturer direct to you—at a saving in price and freight

THE Dallas Market

has a large modern factory, comparing favorably with any in the country devoted to the manufacture of

Show Cases and Fixtures

for the Dry Goods, Millinery, Jewelry and Drug Trades.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098

Natural Gas



10-27-A

Increases Property Values By Attracting Industries

Of all the advantages offered by your community to attract new industries, *Natural Gas*—a dependable supply of Natural Gas—comes close to the head of the list. And what is the result of new industries? More people, more business, more prosperity, greater property values, for present and prospective property owners. You can safely buy and hold property in a community that is well served by Natural Gas, because it's certain to grow. Do you realize that the growth in property values due directly or indirectly to the community asset of Natural Gas off-sets the cost of gas consumed for heating and cooking? Yes, Natural Gas is a *real asset* to your town. And it is our pleasure to help stimulate the growth of the community, by rendering a *dependable* gas service.

Lone Star GAS Co.

* The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



...PIPED FROM THE WELLS TO YOUR CITY

ANCHOR RADIO COMPANY

A Penniman Institution—A Guarantee of Reliability
Reliable Sales and Service



Brunswick
Pianettes-Radiolas-Records

8-4114

Studio 3919-21-23 Gaston

8-4114

Open Evenings



Mr. Property Owner
.... *Why Worry?*

WHY worry about present insurance costs when relief, certain and substantial, is offered by this strong, old line stock Company which has a record of saving and returning to its policyholders... in the form of dividends... approximately 17% of their annual premiums.

(This is made possible through the direct economical plan of operation of this Company—and not through any sacrifice of safety or service.)

Employers Casualty Company

An Old Line Stock Company which Shares Profits with its Policyholders



The Shield of Protection

ABILENE
AMARILLO
AUSTIN
BEAUMONT
BRECKENRIDGE
DALLAS
EL PASO
FORT WORTH

HOUSTON
KANSAS CITY
NEW ORLEANS
OKLAHOMA CITY
ST. LOUIS
SAN ANGELO
SAN ANTONIO
SHREVEPORT

TULSA
TYLER
WACO
WICHITA
FALLS

Mail this coupon to nearest branch office—
Gentlemen: I am interested in knowing how I can reduce this
cost of my ☐ Gas ☐ Tornado ☐ Hat ☐ Plate Glass ☐ Public
Liability ☐ Automobile ☐ Compensation ☐ Insurance.
Without sacrificing safety or service.
Name _____ Address _____

salespeople couldn't say they were keeping a register of all the people to whom the booklets were delivered. If the inquirer shows interest at the time, it shouldn't be a difficult matter for the salesperson to conduct the prospect personally to some one of the store's outside salesmen or executives who happen to be available.

Perhaps stationers feel that these store inquiries about which I have had so much to say were only a drop in the bucket anyway. No doubt the bulk of the selling effort was being done by the store's outside salesmen.

Of course I have no means of knowing how true this is, but I do know that an outside man from this store has been calling on me from this store regularly for at least two years. But never in that time has he made the slightest mention of the bookkeeping system his store handles.

Maybe some of these complaints about the high cost of selling could be eliminated by the complainants themselves.

—From Nation's Business.

"Say," casually said one steeple jack to the other, "how far d'ya suppose it might be down to the street?"

"O, I dunno," replied the other wearily, as he continued to paint his side of the flagpole. Looking down, he said, "We-ell, I guess a person could just whistle Yankee Doodle through about wunst 'fore he lit if he wus to fall offa here."

"Kin you whistle pretty good?"

"Oh, so-so."

"D'ya know Yankee Doodle?"

"Uh-huh. Why?"

"We-ell, nuthin,' only there's just about one strand what ain't give away yet on that rope of yours what's holdin' you up."

"Uh-huh. Guess I'll have to see the boss about it this evenin' some time."

—Stanford Chaparral.

First Stude: "What's the matter? why the gloom?"

Second Stude: "The heavyweight champion of the college has lost his hat."

First Stude: "That's tough, but why should you worry?"

Second Stude: "Because I was wearing it when he lost it."—Wash. Cougar's Paw.

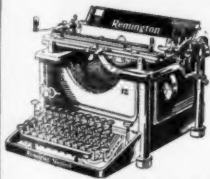
The Lone Star Gas Company has added 60 towns to its pipe line system since January 1 and has extended the system 350 miles.

The Dallas Power and Light Company is planning an addition to its generating plant to cost \$2,750,000.

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"Why I Live in Dallas"

Since reaching manhood and entering business, I have never been tempted to leave Dallas—for to my mind the young man has ample opportunity for progress and development in this city. As I see it, Texas and the Southwest is at the beginning of an era of expansion and growth hitherto undreamed of, and Dallas will undoubtedly continue in its position of leadership in this section.

Then, too, one of the main reasons I live in Dallas is that it is the insurance center of the entire South, ranking as the fifth insurance center in the United States.

The citizenship of Dallas is of a very high order and we have less poverty and more beautiful homes than any city of its size it has been my privilege to visit.

Taking all things in consideration, I think Dallas is a wonderful city in which to live.

By S. J. HAY, in Dallas Greeter's Guide.

The Bermuda onion crop of Texas is valued at almost \$4,000,000 a year.

Texas had an increase of 45 per cent in its natural gas production in 1927.

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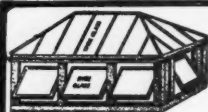


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What is the Function of the Distributor

Selfridge's in London has done things that most English stores could never have done just because they had never done such things. One contribution with benefits that need not be confined to English is its definition of the function of a distributor. In the space regularly used in the London Times Weekly Edition, "Callisthenes" writes:

We can imagine discussions in which the air would quickly be cleared by saying: "The function of the distributor is to distribute."

That is our function in this house, and we do not allow it to slip from the center of our vision. We have to assemble merchandise from the manufacturers, the artists, the importers, from all the world, and distribute it in accordance with public needs. Everything that makes us more efficient distributors we seek, everything that would make us less efficient distributors we avoid.

We do not first ask about any new plan: "Will it make more profit for the firm?", or "Will it give us a more comfortable time?", or "Will it make this store more talked about?" These questions have all to be answered in their place. But the primary question is: "Will it help us toward lower prices and higher quality for the public, which are the essentials of commercial distribution?" It is only after a positive answer to these questions that we adopt the new proposal.

Business is so filled with complex relationships that it is easy to lose sight of the decisive reason for its establishment. Not so at Selfridge's. The original belief that "the function of the distributor is to distribute" is emphatically restated.

That phrasing is useful as a sort of ready reckoner for the duty nearest to hand. It has common sense and compliment to understanding. It certainly removes all doubt of purpose.

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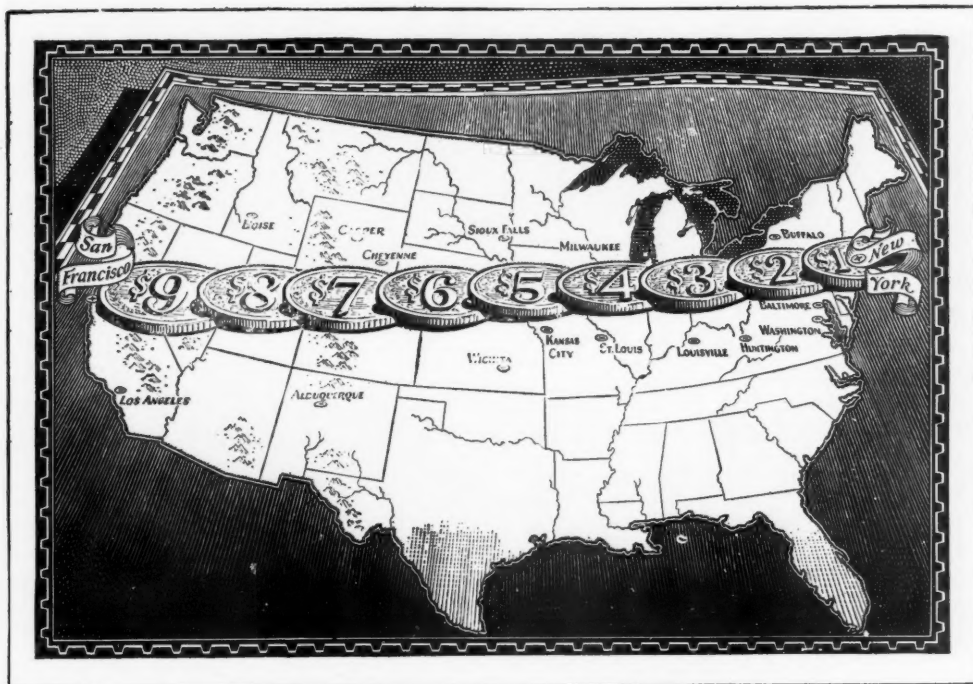
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A Chicago business man recently had to endeavor to close negotiations with 30 concerns in 12 cities. Preliminary work had been done, but personal contact was necessary. In one day, he saved 5000 miles of physical travel and at least ten days' time from his office. He made four

long distance calls to New York. Two to Buffalo. One to Syracuse. One to Covington, Va. Six to Pittsburgh. Five to Cleveland. One to Louisville. Two to St. Louis. Two to Kansas City. Two to St. Paul. Three to Milwaukee and one to New Orleans.

His negotiations were successful in 60% of the calls. "In many cases," says this man, "the long distance telephone call is actually superior to a personal call. It gets an immediate audience."

What trips could you profitably make today by telephone? . . . Number, please?

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Office Furniture *by* Dorsey

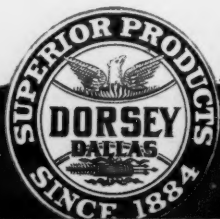
Above we illustrate the executive office of the new Liberty State Bank that was completely equipped with "Office Furniture by Dorsey".

The Van Dorn steel desks and the rich colonial chairs, done in Walnut, combine to create a restful, dignified and business like atmosphere.

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